

OCT 28 2005

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:) Examiner: **Jean D. Janvier**
 Pugliese, III, et al.) Group Art Unit: **3622**
Serial No: **09/994,805**) Attorney Docket No.: **S255 1020.1**
Filed: **November 28, 2001**)

For: **System and Method for Displaying and Selling Goods and Services in a Retail
Environment Employing Electronic Shopper Aids**

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the Examiner's Action mailed March 15, 2005, please amend the subject
application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2
of this paper.

Remarks/Arguments begin on page 8 of this paper.

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